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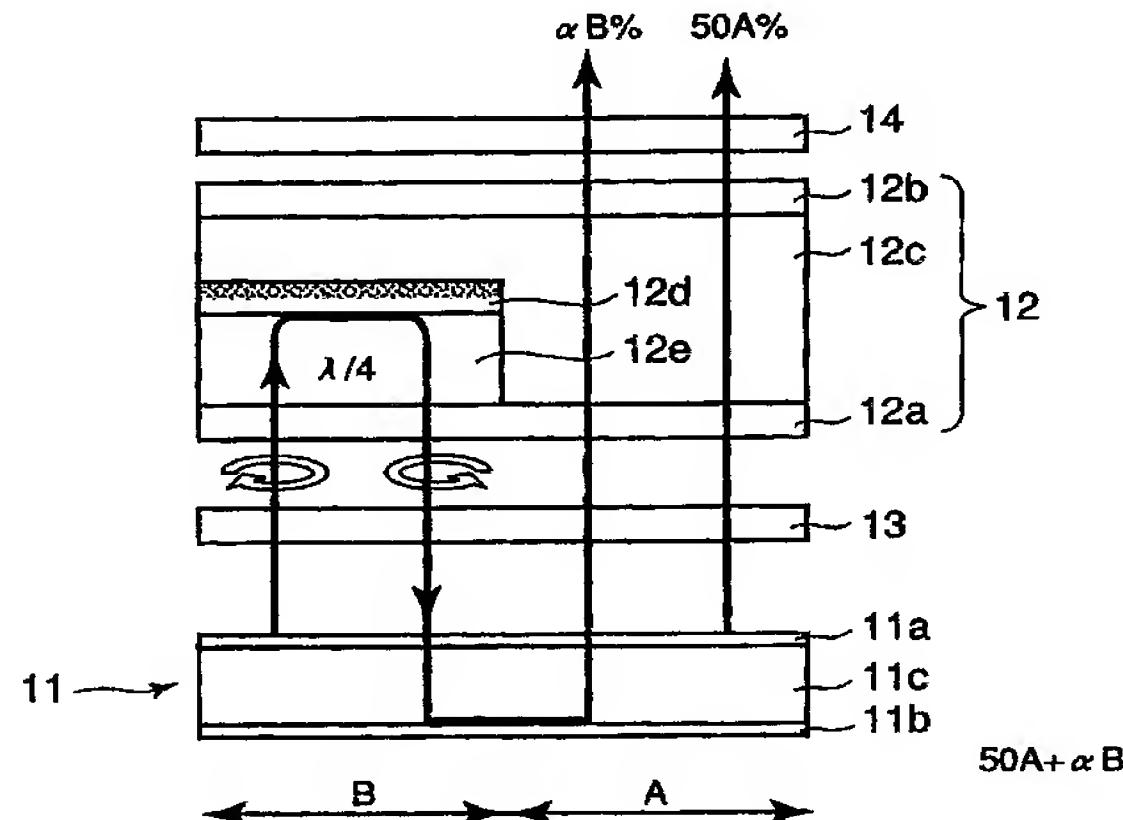
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(54) Title: TRANSFLECTIVE LIQUID CRYSTAL DISPLAY DEVICE



(57) Abstract: In a transmissive mode, the light emitted from a backlight (11) in reflective region B passes through a circularly polarized light plate (13). The light passed through the circularly polarized light plate (13) becomes the right circularly polarized light by the absorption of a part of the left circularly polarized light by the absorption of a part of the left circularly polarized light. If the right circularly polarized light launches into a retardation film (12e) of a liquid crystal panel (12), a phase of the light delays with $\lambda/4$. The light delayed with $\lambda/4$ becomes the linearly polarized light and is reflected on a reflective film (12d). The light reflected on the reflective film (12d) delays its phase with $\lambda/4$ by the retardation film (12e). Therefore, the right circularly polarized light, passed through the retardation film (12e) again, returns to the right circularly polarized light. The right circularly polarized light passes through the circularly polarized light plate (13) as the right circularly polarized light plate, reflects on a reflective film (11b) of the backlight (11), and is diffused by a diffusing film (11a). The right circularly polarized light returns to the natural light as well as the light from the backlight (11) with a circularly polarized state canceled when passing through the diffusing film (11a). The light reflected on the backlight (11) adds to the light emitted directly from the backlight (11) in a transmissive region A.

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